

## CLAIMS

What is claimed is:

- 1 1. A method for generating revenue utilizing a network comprising:  
2 displaying indicia on a computer terminal utilizing a network;  
3 receiving an indication upon the selection of the indicia by a user at the  
4 computer terminal utilizing the network;  
5 prompting the entry of information relating to the user utilizing the network  
6 upon the receipt of the indication;  
7 receiving the information relating to the user;  
8 storing the information relating to the user in a database; and  
9 executing a raffle function utilizing the information stored in the database.
- 1 2. A method as recited in claim 1, wherein the indicia includes a banner.
- 1 3. A method as recited in claim 1, wherein the indicia includes an icon on a  
2 banner.
- 1 4. A method as recited in claim 1, wherein the indicia is displayed in response  
2 to the selection of a banner displayed on a separate site on the network.
- 1 5. A method as recited in claim 1, wherein the entry of information is prompted  
2 on a page on the network separate from that on which the indicia is located.
- 1 6. A method as recited in claim 1, wherein the indicia includes a first indicia  
2 and a second indicia and the indication is received upon the selection of the  
3 first indicia, and further comprising linking to a separate site on the network  
4 upon the selection of the second indicia.

1 7. A method as recited in claim 6, wherein the second indicia is advertisement  
2 indicia.

1 8. A method as recited in claim 6, and further comprising linking to the  
2 separate site on the network after receiving the information relating to the  
3 user.

1 9. A method as recited in claim 8, wherein the separate site on the network is  
2 linked to upon the selection of a link indicia.

1 10. A method as recited in claim 1, wherein the indicia is displayed in response  
2 to the selection of a banner displayed from a site on the network from which  
3 the indicia is displayed.

1 11. A computer program embodied on a computer readable medium for  
2 generating revenue utilizing a network comprising:  
3 a code segment that displays indicia on a computer terminal utilizing a  
4 network;  
5 a code segment that receives an indication upon the selection of the indicia  
6 by a user at the computer terminal utilizing the network;  
7 a code segment that prompts the entry of information relating to the user  
8 utilizing the network upon the receipt of the indication;  
9 a code segment that receives the information relating to the user;  
10 a code segment that stores the information relating to the user in a database;  
11 and  
12 a code segment that executes a raffle function utilizing the information stored  
13 in the database.

1 12. A computer program as recited in claim 11, wherein the indicia includes a  
2 banner.

1 13. A computer program as recited in claim 11, wherein the indicia includes an  
2 icon on a banner.

1 14. A computer program as recited in claim 11, wherein the indicia is displayed  
2 in response to the selection of a banner displayed on a separate site on the  
3 network.

1 15. A computer program as recited in claim 11, wherein the entry of information  
2 is prompted on a page on the network separate from that on which the indicia  
3 is located.

1 16. A computer program as recited in claim 11, wherein the indicia includes a  
2 first indicia and a second indicia and the indication is received upon the  
3 selection of the first indicia, and further comprising linking to a separate site  
4 on the network upon the selection of the second indicia.

1 17. A computer program as recited in claim 16, wherein the second indicia is  
2 advertisement indicia.

1 18. A computer program as recited in claim 16, and further comprising a code  
2 segment that links to the separate site on the network after receiving the  
3 information relating to the user.

1 19. A computer program as recited in claim 18, wherein the separate site on the  
2 network is linked to upon the selection of a link indicia.

1 20. A computer program as recited in claim 11, wherein the indicia is displayed  
2 in response to the selection of a banner displayed from a site on the network  
3 from which the indicia is displayed.

1 21. A system for generating revenue utilizing a network comprising:

2 logic that displays indicia on a computer terminal utilizing a network;  
 3 logic that receives an indication upon the selection of the indicia by a user at  
 4 the computer terminal utilizing the network;  
 5 logic that prompts the entry of information relating to the user utilizing the  
 6 network upon the receipt of the indication;  
 7 logic that receives the information relating to the user;  
 8 logic that stores the information relating to the user in a database; and  
 9 logic that executes a raffle function utilizing the information stored in the  
 10 database.

1 22. A system as recited in claim 21, wherein the indicia includes a banner.

1 23. A system as recited in claim 21, wherein the indicia includes an icon on a  
 2 banner.

1 24. A system as recited in claim 21, wherein the indicia is displayed in response  
 2 to the selection of a banner displayed on a separate site on the network.

1 25. A system as recited in claim 21, wherein the entry of information is  
 2 prompted on a page on the network separate from that on which the indicia is  
 3 located.

1 26. A system as recited in claim 21, wherein the indicia includes a first indicia  
 2 and a second indicia and the indication is received upon the selection of the  
 3 first indicia, and further comprising linking to a separate site on the network  
 4 upon the selection of the second indicia.

1 27. A system as recited in claim 26, wherein the second indicia is advertisement  
 2 indicia.

1 28. A system as recited in claim 26, and further comprising logic that links to the  
2 separate site on the network after receiving the information relating to the  
3 user.

1 29. A system as recited in claim 28, wherein the separate site on the network is  
2 linked to upon the selection of a link indicia.

1 30. A system as recited in claim 21, wherein the indicia is displayed in response  
2 to the selection of a banner displayed from a site on the network from which  
3 the indicia is displayed.

1 31. A method for generating revenue utilizing a network comprising:  
2 displaying first indicia and second indicia at a first page of a first site  
3 utilizing a network, the first indicia and second indicia being  
4 displayed in response to the selection of a banner displayed on a  
5 second site on the network;  
6 receiving an indication at the first site on the network upon the selection of  
7 either the first indicia or the second indicia by a user at a computer  
8 terminal coupled to the first site utilizing the network;  
9 prompting the entry of information relating to the user at a second page of  
10 the first site upon the receipt of the indication that the first indicia is  
11 selected, the information relating to the user being received and  
12 stored in a database for executing a function;  
13 displaying link indicia at the second page of the first site utilizing the  
14 network upon the receipt of the indication that the first indicia is  
15 selected, the link indicia adapted for linking to a third site on the  
16 network; and  
17 linking to the third site on the network upon the receipt of the indication that  
18 the second indicia is selected.

1 32. A method as recited in claim 32, wherein the first indicia includes raffle  
2 indicia, and the function is a raffle function.

1 33. A computer program embodied on a computer readable medium for  
2 generating revenue utilizing a network comprising:  
3 a code segment that displays first indicia and second indicia at a first page of  
4 a first site utilizing a network, the first indicia and second indicia  
5 being displayed in response to the selection of a banner displayed on  
6 a second site on the network;  
7 a code segment that receives an indication at the first site on the network  
8 upon the selection of either the first indicia or the second indicia by a  
9 user at a computer terminal coupled to the first site utilizing the  
10 network;  
11 a code segment that prompts the entry of information relating to the user at a  
12 second page of the first site upon the receipt of the indication that the  
13 first indicia is selected, the information relating to the user being  
14 received and stored in a database for executing a function;  
15 a code segment that displays link indicia at the second page of the first site  
16 utilizing the network upon the receipt of the indication that the first  
17 indicia is selected, the link indicia adapted for linking to a third site  
18 on the network; and  
19 a code segment that links to the third site on the network upon the receipt of  
20 the indication that the second indicia is selected.

1 34. A computer program as recited in claim 33, wherein the first indicia includes  
2 raffle indicia, and the function is a raffle function.

1 35. A system for generating revenue utilizing a network comprising:  
2 logic that displays first indicia and second indicia at a first page of a first site  
3 utilizing a network, the first indicia and second indicia being

4 displayed in response to the selection of a banner displayed on a  
5 second site on the network;  
6 logic that receives an indication at the first site on the network upon the  
7 selection of either the first indicia or the second indicia by a user at a  
8 computer terminal coupled to the first site utilizing the network;  
9 logic that prompts the entry of information relating to the user at a second  
10 page of the first site upon the receipt of the indication that the first  
11 indicia is selected, the information relating to the user being received  
12 and stored in a database for executing a function;  
13 logic that displays link indicia at the second page of the first site utilizing the  
14 network upon the receipt of the indication that the first indicia is  
15 selected, the link indicia adapted for linking to a third site on the  
16 network; and  
17 logic that links to the third site on the network upon the receipt of the  
18 indication that the second indicia is selected.

1 36. A system as recited in claim 35, wherein the first indicia includes raffle  
2 indicia, and the function is a raffle function.

1 37. A method for generating revenue utilizing a network comprising:  
2 displaying first indicia and second indicia at a first page of a first site  
3 utilizing a network, the first indicia and second indicia being  
4 displayed in response to the selection of a banner displayed on a  
5 second page of the first site;  
6 receiving an indication at the first site on the network upon the selection of  
7 either the first indicia or the second indicia by a user at a computer  
8 terminal coupled to the first site utilizing the network;  
9 prompting the entry of information relating to the user at a third page of the  
10 first site upon the receipt of the indication that the first indicia is  
11 selected, the information relating to the user being received and  
12 stored in a database for executing a function;

13 displaying link indicia at the third page of the first site utilizing the network  
14 upon the receipt of the indication that the first indicia is selected, the  
15 link indicia adapted for linking to a second site on the network; and  
16 linking to the third site on the network upon the receipt of the indication that  
17 the second indicia is selected.

1 38. A method as recited in claim 37, wherein the first indicia includes raffle  
2 indicia, and the function is a raffle function.

1 39. A computer program embodied on a computer readable medium for  
2 generating revenue utilizing a network comprising:  
3 a code segment that displays first indicia and second indicia at a first page of  
4 a first site utilizing a network, the first indicia and second indicia  
5 being displayed in response to the selection of a banner displayed on  
6 a second page of the first site;  
7 a code segment that receives an indication at the first site on the network  
8 upon the selection of either the first indicia or the second indicia by a  
9 user at a computer terminal coupled to the first site utilizing the  
10 network;  
11 a code segment that prompts the entry of information relating to the user at a  
12 third page of the first site upon the receipt of the indication that the  
13 first indicia is selected, the information relating to the user being  
14 received and stored in a database for executing a function;  
15 a code segment that displays link indicia at the third page of the first site  
16 utilizing the network upon the receipt of the indication that the first  
17 indicia is selected, the link indicia adapted for linking to a second site  
18 on the network; and  
19 a code segment that links to the third site on the network upon the receipt of  
20 the indication that the second indicia is selected.



1 40. A computer program as recited in claim 39, wherein the first indicia includes  
2 raffle indicia, and the function is a raffle function.

1 41. A system for generating revenue utilizing a network comprising:  
2 logic that displays first indicia and second indicia at a first page of a first site  
3 utilizing a network, the first indicia and second indicia being  
4 displayed in response to the selection of a banner displayed on a  
5 second page of the first site;  
6 logic that receives an indication at the first site on the network upon the  
7 selection of either the first indicia or the second indicia by a user at a  
8 computer terminal coupled to the first site utilizing the network;  
9 logic that prompts the entry of information relating to the user at a third page  
10 of the first site upon the receipt of the indication that the first indicia  
11 is selected, the information relating to the user being received and  
12 stored in a database for executing a function;  
13 logic that displays link indicia at the third page of the first site utilizing the  
14 network upon the receipt of the indication that the first indicia is  
15 selected, the link indicia adapted for linking to a second site on the  
16 network; and  
17 logic that links to the third site on the network upon the receipt of the  
18 indication that the second indicia is selected.

1 42. A system as recited in claim 41, wherein the first indicia includes raffle  
2 indicia, and the function is a raffle function.

1 43. A method for generating revenue utilizing a network comprising:  
2 displaying first indicia and second indicia at a first page of a first site  
3 utilizing a network, the first indicia and second indicia being  
4 displayed in response to the selection of a banner displayed on one or  
5 more preceding sites;

6 receiving an indication at the first site on the network upon the selection of  
7 either the first indicia or the second indicia by a user at a computer  
8 terminal coupled to the first site utilizing the network;  
9 prompting the entry of information relating to the user at a second page of  
10 the first site upon the receipt of the indication that the first indicia is  
11 selected, the information relating to the user being received and  
12 stored in a database for executing a function;  
13 displaying link indicia at the second page of the first site utilizing the  
14 network upon the receipt of the indication that the first indicia is  
15 selected, the link indicia adapted for linking to a third page of the  
16 second site on the network; and  
17 linking to the third page of the second site on the network upon the receipt of  
18 the indication that the second indicia is selected.

1 44. A method as recited in claim 43, wherein the first indicia includes raffle  
2 indicia, and the function is a raffle function.

1 45. A computer program embodied on a computer readable medium for  
2 generating revenue utilizing a network comprising:  
3 a code segment that displays first indicia and second indicia at a first page of  
4 a first site utilizing a network, the first indicia and second indicia  
5 being displayed in response to the selection of a banner displayed on  
6 one or more preceding sites;  
7 a code segment that receives an indication at the first site on the network  
8 upon the selection of either the first indicia or the second indicia by a  
9 user at a computer terminal coupled to the first site utilizing the  
10 network;  
11 a code segment that prompts the entry of information relating to the user at a  
12 second page of the first site upon the receipt of the indication that the  
13 first indicia is selected, the information relating to the user being  
14 received and stored in a database for executing a function;

15 a code segment that displays link indicia at the second page of the first site  
16 utilizing the network upon the receipt of the indication that the first  
17 indicia is selected, the link indicia adapted for linking to a third page  
18 of the second site on the network; and  
19 a code segment that links to the third page of the second site on the network  
20 upon the receipt of the indication that the second indicia is selected.

1 46. A computer program as recited in claim 45, wherein the first indicia includes  
2 raffle indicia, and the function is a raffle function.

1 47. A system for generating revenue utilizing a network comprising:  
2 logic that displays first indicia and second indicia at a first page of a first site  
3 utilizing a network, the first indicia and second indicia being  
4 displayed in response to the selection of a banner displayed on one or  
5 more preceding sites;  
6 logic that receives an indication at the first site on the network upon the  
7 selection of either the first indicia or the second indicia by a user at a  
8 computer terminal coupled to the first site utilizing the network;  
9 logic that prompts the entry of information relating to the user at a second  
10 page of the first site upon the receipt of the indication that the first  
11 indicia is selected, the information relating to the user being received  
12 and stored in a database for executing a function;  
13 logic that displays link indicia at the second page of the first site utilizing the  
14 network upon the receipt of the indication that the first indicia is  
15 selected, the link indicia adapted for linking to a third page of the  
16 second site on the network; and  
17 logic that links to the third page of the second site on the network upon the  
18 receipt of the indication that the second indicia is selected.

1 48. A system as recited in claim 47, wherein the first indicia includes raffle  
2 indicia, and the function is a raffle function.

1 49. A method for generating revenue utilizing a network comprising:  
2 displaying a first indicia and a second indicia on a computer terminal from a  
3 first site utilizing a network, the first indicia and second indicia being  
4 displayed in response to the selection of a banner displayed on a  
5 second site on the network;  
6 receiving an indication upon the selection of either the first indicia or the  
7 second indicia by a user at the computer terminal utilizing the  
8 network;  
9 prompting the entry of information relating to the user at the first site upon  
10 the receipt of the indication that the first indicia is selected, the  
11 information relating to the user being received and stored in a  
12 database for executing a function; and  
13 linking to a third site associated with the second indicia upon receipt of the  
14 indication that the second indicia is selected.

1 50. A method as recited in claim 49, wherein the function is a raffle function.

1 51. A computer program embodied on a computer readable medium for  
2 generating revenue utilizing a network comprising:  
3 a code segment that displays a first indicia and a second indicia on a  
4 computer terminal from a first site utilizing a network, the first  
5 indicia and second indicia being displayed in response to the  
6 selection of a banner displayed on a second site on the network;  
7 a code segment that receives an indication upon the selection of either the  
8 first indicia or the second indicia by a user at the computer terminal  
9 utilizing the network;  
10 a code segment that prompts the entry of information relating to the user at  
11 the first site upon the receipt of the indication that the first indicia is  
12 selected, the information relating to the user being received and  
13 stored in a database for executing a function; and

14 a code segment that links to a third site associated with the second indicia  
15 upon receipt of the indication that the second indicia is selected.

1 52. A computer program as recited in claim 51, wherein the function is a raffle  
2 function.

1 53. A system for generating revenue utilizing a network comprising:  
2 logic that displays a first indicia and a second indicia on a computer terminal  
3 from a first site utilizing a network, the first indicia and second  
4 indicia being displayed in response to the selection of a banner  
5 displayed on a second site on the network;  
6 logic that receives an indication upon the selection of either the first indicia  
7 or the second indicia by a user at the computer terminal utilizing the  
8 network;  
9 logic that prompts the entry of information relating to the user at the first site  
10 upon the receipt of the indication that the first indicia is selected, the  
11 information relating to the user being received and stored in a  
12 database for executing a function; and  
13 logic that links to a third site associated with the second indicia upon receipt  
14 of the indication that the second indicia is selected.

1 54. A system as recited in claim 53, wherein the function is a raffle function.

1 55. A method for generating revenue utilizing a network comprising:  
2 displaying an indicia separate from a banner on a computer terminal from a  
3 first site utilizing a network;  
4 receiving an indication upon the selection of the indicia separate from the  
5 banner by a user at the computer terminal utilizing the network;  
6 linking to a distributing server upon receipt of the indication that the indicia  
7 is selected; and  
8 linking to one of several client sites by the distributing server.

1 56. A computer program embodied on a computer readable medium for  
2 generating revenue utilizing a network comprising:  
3 a code segment that displays an indicia separate from a banner on a computer  
4 terminal from a first site utilizing a network;  
5 a code segment that receives an indication upon the selection of the indicia  
6 separate from the banner by a user at the computer terminal utilizing  
7 the network;  
8 a code segment that links to a distributing server upon receipt of the  
9 indication that the indicia is selected; and  
10 a code segment that links to one of several client sites by the distributing  
11 server.

1 57. A system for generating revenue utilizing a network comprising:  
2 logic that displays an indicia separate from a banner on a computer terminal  
3 from a first site utilizing a network;  
4 logic that receives an indication upon the selection of the indicia separate  
5 from the banner by a user at the computer terminal utilizing the  
6 network;  
7 logic that links to a distributing server upon receipt of the indication that the  
8 indicia is selected; and  
9 logic that links to one of several client sites by the distributing server.

1 58. A method for generating revenue utilizing a network comprising:  
2 displaying an indicia separate from a banner on a computer terminal from a  
3 first site utilizing a network;  
4 receiving an indication upon the selection of the indicia separate from the  
5 banner by a user at the computer terminal utilizing the network;  
6 linking to a distributing server upon receipt of the indication that the indicia  
7 is selected;

8           prompting the entry of information relating to the user at the distribution  
9           serve;  
10          linking to one of several impact sites by the distributing server based upon  
11          the information submitted by the user; and  
12          linking to a client site after the user is done viewing the impact site.

1   59.    A computer program embodied on a computer readable medium for  
2          generating revenue utilizing a network comprising:  
3          a code segment that displays an indicia separate from a banner on a computer  
4                  terminal from a first site utilizing a network;  
5          a code segment that receives an indication upon the selection of the indicia  
6                  separate from the banner by a user at the computer terminal utilizing  
7                  the network;  
8          a code segment that links to a distributing server upon receipt of the  
9                  indication that the indicia is selected;  
10         a code segment that prompts the entry of information relating to the user at  
11                 the distribution serve;  
12         a code segment that links to one of several impact sites by the distributing  
13                 server based upon the information submitted by the user; and  
14         a code segment that links to a client site after the user is done viewing the  
15                 impact site.

1   60.    A system for generating revenue utilizing a network comprising:  
2          logic that displays an indicia separate from a banner on a computer terminal  
3                  from a first site utilizing a network;  
4          logic that receives an indication upon the selection of the indicia separate  
5                  from the banner by a user at the computer terminal utilizing the  
6                  network;  
7          logic that links to a distributing server upon receipt of the indication that the  
8                  indicia is selected;

9 logic that prompts the entry of information relating to the user at the  
10 distribution serve;  
11 logic that links to one of several impact sites by the distributing server based  
12 upon the information submitted by the user; and  
13 logic that links to a client site after the user is done viewing the impact site.

1 61. A method for generating revenue utilizing a network comprising:  
2 displaying an indicia separate from a banner on a computer terminal from a  
3 first site utilizing a network;  
4 receiving an indication upon the selection of the indicia separate from the  
5 banner by a user at the computer terminal utilizing the network;  
6 linking to a raffle server upon receipt of the indication that the indicia is  
7 selected;  
8 linking to a distributing server upon receipt of the indication that the user did  
9 or did not participate in a raffle;  
10 prompting the entry of information relating to the user at the distribution  
11 serve;  
12 linking to one of several impact sites by the distributing server based upon  
13 the information submitted by the user; and  
14 linking to a client site after the user is done viewing the impact site.

1 62. A computer program embodied on a computer readable medium for  
2 generating revenue utilizing a network comprising:  
3 a code segment that displays an indicia separate from a banner on a computer  
4 terminal from a first site utilizing a network;  
5 a code segment that receives an indication upon the selection of the indicia  
6 separate from the banner by a user at the computer terminal utilizing  
7 the network;  
8 a code segment that links to a raffle server upon receipt of the indication that  
9 the indicia is selected;



10 a code segment that links to a distributing server upon receipt of the  
 11 indication that the user did or did not participate in a raffle;  
 12 a code segment that prompts the entry of information relating to the user at  
 13 the distribution serve;  
 14 a code segment that links to one of several impact sites by the distributing  
 15 server based upon the information submitted by the user; and  
 16 a code segment that links to a client site after the user is done viewing the  
 17 impact site.

1 63. A system for generating revenue utilizing a network comprising:  
 2 logic that displays an indicia separate from a banner on a computer terminal  
 3 from a first site utilizing a network;  
 4 logic that receives an indication upon the selection of the indicia separate  
 5 from the banner by a user at the computer terminal utilizing the  
 6 network;  
 7 logic that links to a raffle server upon receipt of the indication that the indicia  
 8 is selected;  
 9 logic that links to a distributing server upon receipt of the indication that the  
 10 user did or did not participate in a raffle;  
 11 logic that prompts the entry of information relating to the user at the  
 12 distribution serve;  
 13 logic that links to one of several impact sites by the distributing server based  
 14 upon the information submitted by the user; and  
 15 logic that links to a client site after the user is done viewing the impact site.